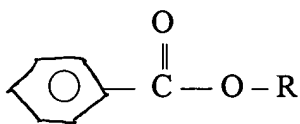


5 What is claimed is:

1. A translucent soap bar comprising soap base and a translucency-enhancing amount of a benzoate ester.

2. The translucent soap bar of claim 1 wherein said benzoate ester has the general structure:



where R is a C12-C15 Alkyl, an alkyl group of C8 to C20, or a phenylethyl group.

3. The translucent soap bar of claim 2 wherein said benzoate ester is selected from the group consisting of:

(a) C12-C15 Alkyl benzoate (and) dipropylene glycol dibenzoate (and) PPG-15 stearyl ether benzoate;

(b) C12-C15 Alkyl benzoate;

(c) castor oil benzoate;

(d) C16-17 alkyl benzoate;

(e) Octyl Dodecyl benzoate;

(f) phenylethyl benzoate; and

(g) combinations thereof.

4. The translucent bar of claim 1 wherein said translucency-enhancing amount of benzoate ester comprises from 2% to 8% by weight.

5. The translucent bar of claim 1 wherein said soap base is opaque.

6. The translucent bar of claim 1 wherein said soap base has a minimum glycerine content between 4% and 8% and comprises between 12% and 20% moisture content.

5 7. The bar of claim 1 wherein said soap base is selected from the group consisting of
Tallow/Coconut; Tallow Fatty Acids/Coconut Fatty Acids; Palm Oil/Palm Kernel Oil and fatty
acids; Palm Oil Fatty Acids/Palm Kernel Fatty Acids/Palm Stearine, and combinations thereof.

10 8. The bar of claim 7 wherein said soap base comprises a proportion of tallow and coconut oil in
the ratio of 90:10 to 50:50.

9. The translucent soap bar of claim 1 further comprising nonoxynol-10 carboxylic acid.

10. A translucent soap bar comprising:

15 (a) a soap base having a minimum glycerine content between 4% and 8% and a moisture
content between about 12% and 20%; and

(b) a translucency-enhancing amount of benzoate ester.

20 11. The translucent soap bar of claim 10 wherein said benzoate ester is selected from the group
consisting of

(a) C12-C15 Alkyl benzoate (and) dipropylene glycol dibenzoate (and) PPG-15 stearyl ether
benzoate;

(b) C12-C15 Alkyl benzoate;

(c) castor oil benzoate;

25 (d) C16-17 alkyl benzoate;

(e) Octyl Dodecyl benzoate;

(f) phenylethyl benzoate; and

(g) combinations thereof.

5 12. The translucent bar of claim 10 wherein said soap base is selected from the group consisting of
Tallow/Coconut: Tallow Fatty Acids/Coconut Fatty Acids; Palm Oil/Palm Kernel Oil and fatty acids;
Palm Oil Fatty Acids/Palm Kernel Fatty Acids/Palm Stearine, and combinations thereof.

13. A translucent soap bar comprising:

- 10 a. about 96% of an 80:20 tallow:coconut oil soap base having a minimum glycerine content
between 4% and 8% and a moisture content between 12% and 20%, and
b. about 4% of a benzoate ester comprising C12-C15 Alkyl benzoate (and) dipropylene
glycol dibenzoate (and) PPG-15 stearyl ether benzoate.

15 14. A translucent soap bar comprising:

- a. about 96% of an 80:20 tallow:coconut oil soap base having a minimum glycerine content
between 4% and 8% and a moisture content between 12% and 20%;
b. about 2% of a benzoate ester comprising C12-C15 Alkyl benzoate (and) dipropylene
glycol dibenzoate (and) PPG-15 stearyl ether benzoate; and
20 c. about 2% of a benzoate ester comprising C16-17 alkyl benzoate.

15. A method of enhancing the translucency of a soap base comprising incorporating in said base
a translucency-enhancing amount of benzoate ester.

- 25 16. The method of claim 15 wherein said benzoate ester is selected from the group consisting of
(a) C12-C15 Alkyl benzoate (and) dipropylene glycol dibenzoate (and) PPG-15 stearyl ether
benzoate;
(b) C12-C15 Alkyl benzoate;
(c) castor oil benzoate;
30 (d) C16-17 alkyl benzoate;

- 5 (e) Octyl Dodecyl benzoate;
(f) phenylethyl benzoate; and
(g) combinations thereof.

10 17. The method of claim 15 further comprising incorporating in said base a translucency-enhancing amount of nonoxynol-10 carboxylic acid.

- 15 18. A continuous process for producing translucent soap bars comprising:
(i) between about 92% to about 98% by weight of soap base;
(ii) a translucency-enhancing amount of benzoate ester, about 2% to about 8% by weight;
said process comprising:
(a) admixing components (i) and (ii) in an amalgamator;
(b) refining the soap base by passing the soap base through a refining plodder
provided with a fine screen;
(c) compacting and extruding the soap in a continuous log;
20 (d) cutting the soap into slugs; and
(e) stamping the slugs into finished translucent soap bar form.

25 19. The process of claim 18 wherein the moisture content of said soap base is adjusted to be in the range of 12% to 20% moisture.

20. The process of claim 18 wherein said benzoate ester is selected from the group consisting of
(a) C12-C15 Alkyl benzoate (and) dipropylene glycol dibenzoate (and) PPG-15 stearyl ether
benzoate;
(b) C12-C15 Alkyl benzoate;
30 (c) castor oil benzoate;

- 5 (d) C16-17 alkyl benzoate;
 (e) Octyl Dodecyl benzoate;
 (f) phenylethyl benzoate; and
 (g) combinations thereof.

10 21. A process for producing translucent soap bars comprising soap base, wherein the soap base is at least one of saponified and neutralized, and the resulting neat soap is dried, amalgamated, refined and formed in bars, the improvement comprising:

 adding a translucency-enhancing amount of benzoate ester to said soap base.

15 22. The process of claim 21 wherein said soap base comprises a blend of tallow fat and coconut oil, or other fats and oils, or the corresponding fatty acids derived therefrom, useful in soap production.

23. The process of claim 21 wherein said soap base comprises a blend of from about 50:50 tallow:coconut fatty acids to from about 90:10 tallow:coconut fatty acids.

20 24. The process of claim 21 wherein said benzoate ester is selected from the group consisting of
 (a) C12-C15 Alkyl benzoate (and) dipropylene glycol dibenzoate (and) PPG-15 stearyl ether benzoate;

- (b) C12-C15 Alkyl benzoate;
25 (c) castor oil benzoate;
 (d) C16-17 alkyl benzoate;
 (e) Octyl Dodecyl benzoate;
 (f) phenylethyl benzoate; and
 (g) combinations thereof.

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5 25. A translucent soap composition comprising

- i) soap base;
- ii) a translucency-enhancing amount of benzoate ester.

10 26. The translucent soap composition of claim 25 further comprising from about 1% to about 15%
by weight of customary auxiliaries and additives.

27. The translucent soap composition of claim 25 wherein the customary auxiliaries and additives
are selected from the group consisting of fragrances, dyestuffs, pigments, pearl pigments,
bactericides, antioxidants, foam stabilizers, humectants, emollients, chelating agents and vitamins.

15 28. The translucent soap composition of claim 25 comprising

- a) from about 92% to about 98% by weight soap base; and
- b) from about 2% to about 8% by weight of benzoate ester.

20 29. The translucent soap composition of claim 25 further comprising glycerine in an amount, at a
minimum, between 4% and 8% by weight, based on the weight of the composition.

30. The translucent soap composition of claim 25 wherein said benzoate ester is selected from the
group consisting of

25 (a) C12-C15 Alkyl benzoate (and) dipropylene glycol dibenzoate (and) PPG-15 stearyl ether
benzoate;

(b) C12-C15 Alkyl benzoate;

(c) castor oil benzoate;

(d) C16-17 alkyl benzoate;

30 (e) Octyl Dodecyl benzoate;

- 5 (f) phenylethyl benzoate; and
(g) combinations thereof.

31. The translucent soap composition of claim 25 wherein the soap composition has a moisture content between 12% and 20% by weight, based on the weight of the composition.

10

32. A method of improving the translucency of opaque, translucent and transparent soap base comprising adding a translucency-enhancing amount of benzoate ester to the soap base.

33. The method of claim 32 wherein said benzoate ester is selected from the group consisting of

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(a) C12-C15 Alkyl benzoate (and) dipropylene glycol dibenzoate (and) PPG-15 stearyl ether benzoate;

(b) C12-C15 Alkyl benzoate;

(c) castor oil benzoate;

(d) C16-17 alkyl benzoate;

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(e) Octyl Dodecyl benzoate;

(f) phenylethyl benzoate; and

(g) combinations thereof.